

TYPES OF MANIPULATION AND EXPRESSION OF REPRESENTATIVE SYSTEM IN PERSONS

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ANNOTATION

This article analyzes the occurrence of a manipulative process in the transfer of any information by a manipulator, the methods of protection in it, the manipulation of consciousness through NLD and through it, the concept of a representative system, synesthesia and some forms.

Keywords: verbal and nonverbal manipulation, linguistic technologies, representative system of personality, some forms of synesthesia.

INTRODUCTION

There are many classifications of types of manipulation, and verbal and nonverbal manipulation are among the most common [8. 14].

This method of separation can be seen in almost any author. If you follow the process of manipulation closely, you can see that "manipulation" occurs during the transmission of any information by that "manipulator". That is, this classification of types of manipulation is related to the transmission of information.

According to S.G. Kara-Murza, manipulation refers to an effect that motivates a person to perform various actions without realizing it. The root of the word "manipulation" is the Latin word manus - hand (manirulus - a handful, manus and ple - to fill). In the dictionaries of the languages of the peoples of Europe, the word is interpreted as dealing with things with a specific intention, purpose. The modern figurative meaning of the word is to be agile towards people [3. 12].

Thirty-three percent of the data is transmitted verbally and 65 percent non-verbally. In verbal manipulation, it is understood that the interlocutor acts as a tool through the speech of the manipulator, that is, through all the words and sounds uttered by him during communication. Nonverbal manipulation is performed using non-verbal methods, i.e. body position, gestures, appearance, facial expressions, territorial positioning, and so on.

From a psychological point of view, the types of manipulation must be consciously and unconsciously distinguished by the manipulator itself. This is, firstly, a well-intentioned manipulation of a person, a desire to "help the elderly on the street", and secondly - the use of another person only in their own interests. Sometimes a person can use any possible methods to achieve a result that is beneficial to all. However, it is also possible to do this because he does not understand the other way around.

"Selfish manipulation" is often described in the works of authors who study the technologies of covert coercion in interpersonal relationships and media processes [4. 253]. A manager can use his position to exemplify selfish manipulation when he "asks" a subordinate to solve any problem that is not related to his official duties. Unfortunately, this method is very common in

society. Methods of unconscious manipulation occur in a variety of situations, such as when one interlocutor lies to another. When a lie is used on its own initiative, the lie often becomes the appearance of a person's defense mechanisms. The second lies in a time when anxiety, guilt, and discomfort due to dissatisfaction with the relationship are addressed. Lying can therefore be seen as a defensive way of managing others in interpersonal communication. Protective methods of manipulation are a set of covert methods of influencing the interlocutors, aimed at preventing possible words and their consequences, requiring the subject to implement individual protective mechanisms. It uses more NLD.

NLD (neurolinguistic programming) is the manipulation of the mind using linguistic technology, the coding of the mind. One of the main advantages of NLD is that it is a specially designed speech (character set, syntax rules, etc.) that allows people to objectively record their subjective thinking strategies. What subjective processes take place in the human body, as a result of which a person comes to such or such an opinion, as a result of which he tries to convince or depress something? Many manipulation technologies have been created in pre-created models, with the help of which you can influence people in one way or another [5. 76]. The techniques used in NLD are called models. These are the real behaviors of people who have already succeeded in the existing world. Someone has already succeeded in using all of this and has already been tested in practice. NLD is an efficient and elegant science in terms of modeling skills and the structure of our internal experience.

In his book, Sheynov describes the types of NLD manipulation, emphasizing that it can directly affect a person's emotional system, i.e., it can be used to control a person.

According to the cognitive channels defined in neurolinguistic programming (NLP), there is the concept of "representative system", which refers to the main way in which a person receives, stores and encodes information from the outside world [1. 88]. That is, to a certain extent, the representative system and the channels of perception are the same concepts, more precisely, one "follows" the other. The type of representative system of a particular person is determined by which organ is preferred to be used for perception in the person. Depending on the representative system and therefore the channels of perception, several types of people are distinguished. This is:

- Visual.
- Audial;
- Kinesthetic;
- Digital (discrete).

According to this criterion, the interlocutors can be divided into 4 types [9. 225]:
audial tour: (by hearing).

This type of person makes gestures when talking, as if describing what they are talking about. In conversation, he often looks into the other person's eyes and uses the phrases: "Imagine ...", "Look ...", "Pay attention, it looks like this ...". More than half of the people are mostly of this type.

Visual Type: (by sight).

This type likes to use the phrases: "It sounds like this ...", "Listen ...". When recalled, the vocal gaze turns to the left. During the conversation, he often addresses the interlocutor sideways (with his mouth), he rarely looks into the eyes.

kinesthetic type: (by feeling).

He often uses words related to weight - lightness, hot - cold. For example, "cold in the body", "cold sweat", "cold head" and others. In memory, the kinesthetic is forward or downward.

digital type: (through thinking).

These types of people are represented by words related to information, interests, concepts. Their favorite words are "interesting", "so", "I know". The most important thing for them is internal dialogue. The most numerous representatives are among programmers, chess players and lawyers.

Each of us represents all 4 types of representative systems, one of which is dominant. For example, when the word "telephone" is activated, the audio device begins to hear, the visual device begins to visualize, the kinesthetics begin to feel the weight of the telephone receiver, and the digital begins to analyze the data received by the telephone.

It is noteworthy that in nature, as in general, there are no "pure" visual, kinesthetic, audial and digital, as there are no "pure" representatives of different temperament types (choleric, sanguine, phlegmatic, melancholic), or they are very rare. In man, the leading channel of perception can be distinguished, from which his habits, dissimilarities, tastes, behaviors arise, but this does not mean that for him other channels do not work at all. Therefore, if you want to "turn on" someone, then you should try to influence all the channels of perception to get the desired result, if you want to make a good impression or make the right decision for you.

In the context of the problem of human perception, I would like to emphasize a concept such as synesthesia. Synesthesia is a unique, very rare method of perception. This is manifested in the fact that certain phenomena, concepts, sounds, symbols are unconsciously acquired by man by additional properties: smell, color, taste, social status, and so on. However, usually the sensory organs responsible for perceiving these qualities do not occupy any part of the synesthetic perception, i.e. these features are not real and are felt only by a specific synesthetic person.

The first German scientist on the subject of synesthesia was mentioned in 1826 by I.P. Müller in his works. It has long been believed that synesthesia is the result of trauma, a disruption of the normal functioning of the brain and human psyche.

However, various studies have helped refute this hypothesis. However, despite many years of work in this area, scientists have not yet been able to determine exactly how this phenomenon works [2. 53].

Let us consider some forms or types of synesthesia known to science:

- Grapheme color. In a synesthetic person, when thinking or seeing a letter, a number, a word, colors appear as images, even though it has its own color, but synesthetic see the colors of their choice and constantly see that color. But it should be noted that each synesthetic has its own views. For example, one synesthetic can always see the letter "A" in red, another in green, and so on.

- Lexical- taa'm. Feeling a certain taste in thinking, word, number, letter, form of music. Typically, this type of synesthesia is accompanied by a grapheme color. For example, the number 89 has an orange-brown color for synthetics. And in the form of a lexical taste it appears in the form of oranges and chocolates.

- Kinesthetics-hearing. Gloss, the ability to observe movements and hear sounds in the mind. For example, when a person's voice is muted, he can hear speech in movies, videos.

- Empathy. A synesthetic person senses what other people are feeling. It can be both physical sensations and emotions. For example, in an elephant, a person sees how his finger is cut, and in this case he feels as if he has cut his own hand.

- Chromesthesia. It is a form of synesthesia in which a synthetic person sees color images by listening to music or sounds. Images can move, and colors change depending on the tempo of the music, the temperament, and the notes used.

We have considered several types of synesthesia above, and it can be noted that some people belong to only one type of synesthesia, while others belong to several types [7. 50].

It is also believed that synesthesia is mainly specific to creative people, but this is not true. The type of synesthetic activity is not unique to artists, but can be found in all areas of human activity [6. 5].

CONCLUSION

It can be noted that we have described four types of human beings based on the leading channel of information or representation system. These are visual, audio, kinesthetic and digital (discrete). The as yet unstudied group of synesthetics has been singled out.

Perhaps this is not the limit and completely new species will soon be identified. But, as far as possible, it is worthwhile to understand that there are no best and worst among them.

Because only together do they create a beautiful, holistic and harmonious picture of the world around us. It is necessary to learn and develop all your cognitive channels, as this will help you get to know yourself better and allow you to reach new heights.

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